

How to write a Self-Help book

♦ Richard Carlson, author of *Don't Sweat the Small Stuff* offers his thoughts **P. 4**

The constant need for proofreaders

♦ Popular news website couldn't spell 'New Zealand' without an error creeping in.

Competitions

♦ Bring your best photos and prose. How good are you?
♦ There are competitions for everyone. Stretch yourself!
P. 11,

Joy Davidson has won the Storylines Joy Cowley Award

The Joy Cowley Award

is one of the most prestigious among the seven competitions conducted each year by Storylines Children's Literature Trust.

The judges picked Joy's story *'Witch's Cat Wanted, Apply Within'* as the best.

Congratulations, Joy.

Storylines competitions have been a launch pad for New Zealand writers such as Kyle Mewburn, Kate DeGoldi, Jack Lasenby and dozens of others.

Don't let the celebrity status of those authors put you off entering the competitions. They were unknown novices before they started winning.

Joy Davidson is planning more picture books for children.

"My next book will be a quest story – looking for someone who is lost."

That should be a good formula.



Joy Davidson of Napier.

Look for more news about Joy Halloran-Davidson on the NZIBS Student Discussion Board, in the **Fiction section**. Add your congratulations there.

[Storylines competitions*](#)



Joy Cowley

include awards in the names of Margaret Mahy, Tom Fitzgibbon,

Tessa Duder, Betty Gilderdale, Gaelyn

Gordon, Gavin Bishop, etc.

Entry [rules and deadlines](#) are listed for each competition.



The Storylines website

www.storylines.org.nz has a list of previous winners and their

book titles, the short-listed titles for each competition and a list of ['Notable Books'](#) for the previous ten years.

Print the lists and ask for them at your bookshop or library. The Storylines [Newsletter](#) is here.

Responsibility

♦ Who decides what children can do when their parents aren't present? What control should their teachers have? Brian Morris gives his view.
P.2

Three Questions

♦ What three things does a King need to know - and who will tell him? **Fiction P.12**

Poetry. ♦ Does it have a place in modern business?
P.2

Kids, Rowing and 'In Loco Parentis'

Just as responsibility for an aircraft in flight passes from one control tower to the next, a child of school age is always the responsibility of SOMEONE.

At home, parents are in control. At school, the school has 'in loco parentis' responsibility.

The recent St Bede's College case where the school's ILP authority was at first questioned, then denied, then referred to a judge for immediate arbitration and outcome, made a mockery of the traditional rule of ILP.

In the same week we saw fumbled cricket catches, silly run-outs and questionable umpiring decisions, perhaps we should have seen this situation coming.

What happened to the old idea of "I didn't agree with the ref's call but we had given the ref the power to make his calls as he saw it, so we got on with the game"?

Who wins and who loses here?

The litigant parents thought they had won - but they haven't. They spent \$20,000 and created a huge bag of problems for all concerned, on-going.

The rowers will be marked throughout their school days as irresponsible, lacking in self-control, and with litigious parents. That's a handicap.

The school will give those kids a tighter leash than normal. That's not the way to inspire creativity and self-development. So will the next school if the kids move.

Rowing administrators will not want a bar of athletes who bring a bagful of troubles with them, no matter how talented they are.

Later, when the kids apply for jobs, their reputations - inflicted upon them by litigious parents - will become known afresh.

Next year pupils enrolling at St Bede's will be restrained by the tighter controls forced upon them by a school well aware that the old lenient self-control advisories weren't enough.

Airlines, bus companies and motels will brief their guards and safety officers to keep a tighter control over ALL school parties. The light-hearted fun of travel gets another hit to the gut.

The parents of Kennedy and Bell have a lot to answer for. □

Rugby in NZ has a lot to learn from League

What's the purpose of a scrum?



Surely it's to get the ball back into play?

A league scrum takes less than a minute before the game is flowing again.

Compare this efficiency with a rugby scrum. Every game we see scrums collapsing, re-forming, players being penalised, yellow-carded or getting unnecessarily hurt by fallout from the ego-driven clash of bodies etc.

When will rugby learn to adapt to a better system? League style. Don't hold your breath.

Strangely, when a team cannot field a specialist hooker the referee declares a "no contest scrum". That means the teams form a scrum but the players don't push hard. The ball goes in, it gets hooked back and play continues.



C'mon rugby bosses.

Get your heads out of the ruck and see some sense.

Maybe some of our sports journalists will pick up this idea and run with it, in the spirit of William Webb Ellis. □

Brian Morris ♦ Principal

Poetry Inspires Why not write some?

This poem appeared in the *NZ Herald* the day before the Cricket World Cup final.

Firstly, it's inspiring.

Secondly, it shows there's a place for poetry in sport, in business and in our ordinary lives.

If you have skills as a poet, offer to write something for a special event. Anzac Day. Someone's 80th birthday. The opening of a new bridge in Northland etc.

Why not pretend you're the **Poet Laureate**? It's that person's job to write a poem for every memorable occasion. No excuses.

The Cricket World Cup Final

When you can dare to start anew
When starting is the hardest thing to do
When you can keep the faith
in who you are
As you're dismissed from near and far
You focus all on line and length
And summon every ounce
of inner strength.

When you can call on those
who've gone before,
Have tasted loss and returned for more
And take from them both hope and heart
And lessons only history can impart.
When their hopes remain alive in you,
You believe this is the day you're due.

When you can walk alone
to face your foe
Take stance against him, toe to toe
Then in blink of eye and sleight of hand
dispatch him swiftly to the stand.
When you can keep your wit
and time your run
Remind yourself, you're far from done.

When you can hatch a plan and measure
risk
and bring to pass with flex of wrist,
When your dreams are built
on nothing less
than self-belief and brazenness,
You leave each field with no regrets
You give your best and nothing less.

When you can walk with kings
and have their match
and win with a single stroke or catch,
These dreams we have,
be they big or bold
are within our reach - reach out -
take hold.
Ours is the world if we truly believe
all we need do is dare to achieve.

How to write poetry. Click here
http://nzibs.co.nz/?page_id=44

Auckland Writers Festival

Hundreds of successful writers will give you advice ... but only if you are in the room.



You can immerse your creative soul in Writers Heaven.

The Auckland Writers Festival is on 13 – 17 May.

When experts come to Auckland from around the world – **YOU should make the effort** to hear what they say. Benefit from their ideas.

Ninety different events. Mostly free, or a few dollars entry.

Start by setting aside five days, 13 – 17 May. Venues are mostly in central Auckland. Daytime and evenings.

Check the website to see what's on > www.writersfestival.co.nz
Tickets at Ticketmaster (0800-111999). Use your NZIBS Students ID Card and get concessions.



On our website

Learn new skills and make a different career for yourself.

Freelance Travel Writing and Photography:

http://nzibs.co.nz/?page_id=40

Journalism and Non Fiction Writing

http://nzibs.co.nz/?page_id=38

Sports Journalism

http://nzibs.co.nz/?page_id=60

Internet Entrepreneur

http://nzibs.co.nz/?page_id=1726

Creative Writing

http://nzibs.co.nz/?page_id=28

Romance Writing

http://nzibs.co.nz/?page_id=58

Mystery and Thriller Writing

http://nzibs.co.nz/?page_id=50

How to write poetry

http://nzibs.co.nz/?page_id=44

Writing Stories for Children

http://nzibs.co.nz/?page_id=83

Writing Short Stories

http://nzibs.co.nz/?page_id=79

Writing Your First Novel

http://nzibs.co.nz/?page_id=85

Life Coaching

http://nzibs.co.nz/?page_id=46

Digital Photography for Beginners

http://nzibs.co.nz/?page_id=30

Professional Freelance Photography

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Proofreading and Book Editing

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Work

Job Opportunities

▼Click the **blue title** to connect.

Programme Editor,

Madison Recruitment, Wellington
Prepare, edit and manage content to deliver industry insights.
No closing date.

Online Editor,

MediaWorks NZ, Auckland
Maintain and update websites, apps and social media accounts for the producer of Jono & Ben.
Closes 7 April.

Communications Manager,

Hudson NZ, Auckland
Create the company's brand feel for all client publications.
Apply now.

If the closing date has passed, ask whether the position was filled. It might be still open. You'll only know if you ASK!

Digital Content Manager,

Bauer Media Group, Auckland
Work with the CLEO Magazine editorial team. Closes 17 April.

Digital Content Coordinator,

Auckland Museum, Auckland
Tell the stories of Auckland's 175th anniversary. Closes 15 April.

Technical Writer, Cubic Resources, Wellington

Write technical bulletins for health sector clients.
No closing date.

Online Producer,

NZME Radio, Auckland
Update digital content for web, mobile and social media platforms.
Closes 17 April.

All these jobs were listed on the Student Discussion Board SDB when first found. That may have been several days ago!

Has the date expired? Ask anyway!

Business Case Writer,

Beyond Recruitment, Wellington
Use your business analysis and IT experience to help a company adjust to legislative reform. Apply now.

Technical Writer, Streamliners NZ, Christchurch. Write for a variety of clients, from manufacturers to hospitals. Apply now.

AWF – be there

Hundreds of experienced writers will give you advice, but only if you are in the room to hear it.

Immerse your creative soul in Writers Heaven for a week.

The Auckland Writers Festival is Wednesday 13 – Sunday 17 May.

Each year there are over 100 public events, gathering together 150 of the world's best writers and thinkers. More than 16,000 festival goers come to celebrate the world of books and ideas.

Join them!

www.writersfestival.co.nz

When experts come to Auckland from around the world – YOU should make the effort to hear what they say.

Benefit from their ideas. Ninety events. Mostly free, some just a few dollars entry.

Start by setting aside five days, 13 – 17 May. Venues are mostly in central Auckland. Daytime and evenings.

Check the website to see what's on www.writersfestival.co.nz
Tickets at Ticketmaster: (0800-111999). Use your NZIBS Students ID Card for concessions.

Just a game?

Victory was so close. And the nation feels for the Black Caps cricket team. We followed every bowl, every hit and every groan.

At the end of the final match we came up short. But over those enthralling few weeks we learned a lot of things.

Here are a few of them:

1. **Mike Hesson** had a vision; his team could win and be lauded as the best team in the world. OK, so we have the second best team. That's still a good achievement.
2. When we see the steady progress the Black Caps have made this year with seven wins out of eight, their winning average is still pretty impressive.
3. Little things decide matches. Silly run-outs. Dropped catches. A wasted umpire review.

However, New Zealand can salute our cricketers for taking us on an unforgettable journey. Thank you for an exciting ride. ◻

How Richard Carlson wrote 14 self help books

by **Judith Spelman**. Abridged.
From Graduates' Club Report **609**
Reproduced for educational purposes.
An example of a well-written interview.

Richard Carlson has a PhD in psychology but his specialty is stress management and exploring optimism and self esteem. This has taken up a considerable portion of his life and he clearly enjoys it.

He has written 14 books, mainly on not getting too obsessed with the minutiae of life. These are a series on *Don't Sweat the Small Stuff* and cover the ways to deal with 'the small stuff' ...for Men, ...for Teens, ...in Love, ...at Work and so forth.

He has produced a couple of handbooks: *Handbook for the Heart* and *Handbook for the Soul* and books on ways to find a *Shortcut Through Therapy*, *You Can Feel Good Again* and *You Can Be happy, No Matter What*.

He is the epitome of the all-American young man - open, enthusiastic, smiling. And he's infectious.



I interviewed Richard Carlson because he is doing something that happens to many people.

He discovered quite early on what fascinated him - LIFE.

He set out to help people deal with those problems that, at first glance, seem insurmountable - yet in the end are really quite simple.

He came to a point of experience that challenged him to want to write about his work.

"When I was teaching small classes in HAPPINESS I knew if I really wanted to reach a bigger audience it was necessary to find a way to do it other than speaking to six people at a time.

"I was not being that effective. Writing seemed like the dream way to do it and it has been."

What does he mean by 'the dream way to do it'?

"The writing was hard but I think being a natural optimist helps. Mine is a very realistic optimism. It is not the sort that gives you the feeling you don't have to bother because everything is wonderful.

I don't spend much time wondering if something will work.

"If something is a good idea and I love it, I follow my passion."

"I only write about things I feel really comfortable addressing. In all my years of writing no one has ever accused me of being an intellectual giant - because I'm not. I don't pretend to be really intellectual. I don't offer psycho-babble. I just write about the practical and ordinary things. That's why people relate to it."

People compliment him with "I feel like I'm sitting in my living room with you" but he also gets criticised for being too simplistic.

"Teaching, talking to groups and individuals about your subject is all very well but writing about it for other people is not that easy."

How does Richard Carlson set about this task?

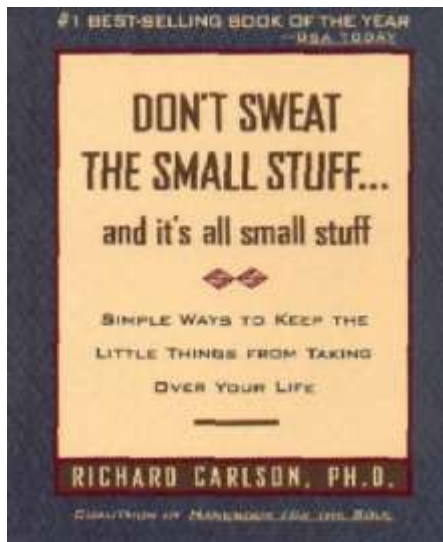
"Writing self-help and anything of an advice nature must always come from the heart. It would never come from 'What's going to sell? Who is my target audience?'"

"If someone does that they are doomed to fail and they are doing a disservice to readers.

"I have a daily meditation practice and I sit down to write after that. For me, it is getting really quiet, excessively quiet. When I get quiet - and many other writers have told me the same thing - thoughts just come."

That should apply to all writers, surely?

"Ideally, creative writers, poets, journalists can all have this if they wait, quietly, and trust. It's inspiration - the creative source. Just allow it to come."



Carlson meditates regularly for 15 minutes and he considers this makes all the difference to his writing, and improves it ten-fold.

"I know some writers say,

'I sit down at nine o'clock and if inspiration doesn't come I shall do the same every day until it does.'

"They're forcing, forcing, forcing. Maybe that's why it takes some people years to write their first book.

"For me, I find it is so much clearer if I meditate first and then I can see clearly: This is what I need to do. This is where I need to go."

Richard Carlson's book *What About The Big Stuff* (Hodder Mobius) deals with the bigger issues of life - serious illness, difficulties at work, financial setbacks, death and divorce.

He is aiming at a general audience.

"You have to ask, 'Who doesn't have big stuff to deal with?' Everybody does.

"My basic philosophy is that people are innately resilient.

"But we forget that. We need to practise fostering our resilience.

"If a person really knows that - innately - they are resilient, and they practise good mental habits, behaviours and attitudes, their resilience will grow.

"One of the things I believe helps people is understanding that they don't need to go directly from point A to point Z.

"That is unrealistic.

"But they can take a short step. A little bit of success shows you can do more."

Writing the *Don't Sweat* books must have been a natural progression in his work.

And they are very popular. Over 21 million copies have sold worldwide.

"It's interesting. I was a pretty average writer all through high school. But part of the instruction was geared towards 'This is the way you write. This is the way it's got to be done' and it really turned me off. And it wasn't fun.

"Then in college and beyond you have the privilege of doing it your own way. And I think when you are yourself it just works. When writing self-help books you have to be yourself. You can't pretend to be somebody else. And it works."

Carlson wrote his first book, an anthology he edited with a friend, in 1989. It was on healing.

"We asked 30 of the greatest and most popular healers in the world to answer essential questions.

"It took some persistence but it gave me the confidence to go on writing. I really love reading and I have always respected people who write."

I got the impression Richard Carlson smiles as he writes. Maybe it is his unrelenting optimism that seeps through his books.

*"I think you need a sense of humour to be a full person.
I really feel blessed to be here.
I get a kick out of writing and working and contributing in some way to a person's life.
To me writing is joyful.
I don't know why someone would write who didn't love it!"*

Richard Carlson died young. But he made a difference. You can too.

Write what you love. Let the words burst out of you. □

Job Opportunities

[Content Specialist](#),

House of Travel, Auckland
Develop marketing content for House of Travel. Closes 8 April.

[Technical Writer](#),

Cubic Resources, Wellington
Write technical bulletins for health sector clients. No closing date.

[Technical Writer](#), Eclipse

Recruitment, Auckland
Translate technical jargon into everyday language for customers and staff. Apply now.

[Photographer](#),

Proshot Media, Auckland
Take photos for an expanding business, Kylin Image.
Closes 25 April.

If the closing date has passed, ask whether the position was filled. You could still be considered for it.

[Fitness Trainer](#), YMCA, Auckland

Make a difference by helping others reach their fitness and self-esteem goals. Closes 19 April.

[Internal Communications Specialist](#),

Fairfax Media, Auckland
Write and deliver internal marketing campaigns.
Closes 12 April.

[Reporter](#), Fairfax Media, Wellington

Write stories for *The Dominion Post*. Closes 5 April.

[Insights Analyst](#),

Fairfax Media, Auckland
Grow stuff.co.nz audience by using readership trends to shape stories.
Closes 9 April.

[Reporter](#), Fairfax Media, Auckland

Write stories for The North Shore Times. Closes 12 April.

[Journalist](#), Allied Press, Dunedin

Write local stories for community newspaper The Star. Closes 7 April.

[Online Editorial Assistant](#),

AGM Publishing, Auckland
Write and upload content for ArchitectureNow, Urbis online and Selector. Apply now.

[Copywriter Digital & Social Media](#),

Inspire, Auckland
Create social media and newsletter content for a 4WD automotive brand. Apply now.

Society of Authors

The NZ Society of Authors works in the interests of authors in New Zealand. The Society (PEN NZ Inc) is guided by values of fairness, accountability and responsiveness.

The mission of the Society is to support the interests of all writers in New Zealand, and the communities they serve.

Join here:

<http://www.authors.org.nz/>

How to get a job is an ebook you'll find at Amazon. This short \$5 book gives you all the steps for getting a job. Age 16 to 65, this is the book. Call 0800-801994 for a chat about your upskilling career options.

<http://tinyurl.com/pgvqjky>

The Poets Society

Membership of the New Zealand Poetry Society entitles you to their bimonthly magazine and reduced fees in their annual competition.

Several other benefits include a **members-only** website page.

<http://www.poetrysociety.org.nz/join>

New Zealand Freelance Writers' Association

Have you found their site yet? You can't always find a writer's group, so here's another place you can go to connect with writers.

<http://www.nzfreelancewriters.org.nz/>

Romance Writers of NZ

This non-profit organisation was founded in September 1990 by Jean Drew (NZIBS tutor) RWNZ has over 260 members (published and unpublished writers) from NZ, Aust, USA, UK and SA.

<http://www.romancewriters.co.nz/>

MEDIA caps for NZIBS graduates

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- ❖ Sports Journalist
- ❖ Photographer
- ❖ Travel Writer.

If you'd like one, please send \$10 and a letter detailing your name, postal address and former student number. White. One size fits all.



Book publishing transitions from paper to ebooks

From Grad's Club News 1049
by **Alison Flood**, *The Guardian*

Reproduced for educational purposes.

Author G P Taylor is one of self-publishing's success stories. The former vicar sold his motorbike to fund the first print run of his children's novel *Shadowmancer*.



Its popularity, driven by the author's tireless campaigning, led to a publishing deal with Faber & Faber and a career as a New York Times bestselling author.

He seemed to have made the transition from amateur to professional without a backward glance - but eight years on, he's considering going back to self-publishing.

He's not the only one.

John Locke sold over a million Kindle books using Kindle Direct Publishing, although his success lost a little lustre when it was discovered that he had paid for positive reviews.

Meanwhile, self-published authors Louise Voss and Mark Edwards currently top Amazon.co.uk's book site.

Faulkner award-winning author John Edgar Wideman chose to publish his new collection of short stories through Lulu.com.

Lulu, offering authors an 80/20 revenue split, has now published over a million authors to date and adds 20,000 titles to its catalogue every month.

Writers around the world are getting their books to readers - and getting paid for it - without a publisher standing in between. Self-publishing is now respectable.

"I'm a real advocate of self-publishing," says Taylor.

"With the number of authors out there, I'm just one of many mid-list writers. With self-publishing, if it's good, people will buy it, and with the Internet you can get people to notice it."

David Moody was making £1,000 a month self-publishing his horror novels until he attracted the attention of film producer Mark Johnson and landed deals with Thomas Dunne Books in the US and Gollancz in the UK.

He also believes self-publishing is a serious option for new writers.

"This route to market is becoming a viable alternative to the old submission and rejection merry-go-round.

"It's undoubtedly easier today for writers to get their books out and for readers to find them than it was just a few years ago."

Sites like Lulu and Amazon's CreateSpace allow authors to produce print editions of their books without the hassle of setting up a publishing business and dealing directly with print-on-demand publishers.

It's the Internet, and the inexorable rise of ebooks, say authors, that have been the game changers.

What's more, self-published authors can experiment with selling price, even offering books free online, or for low price points that will entice new readers.

Paranormal romance writer Amanda Hocking, who has now signed a deal reported to be worth more than \$2m with St Martin's, sold her ebooks herself for between \$0.99 and \$2.99. She's now sold upwards of a million.

Moody made a name for himself by giving away his zombie novel *Autumn* from his website, in the process creating fans who would pay for subsequent novels.



Amazon has been a huge enabler in the self-publishing process.

Offering 70% royalties to authors who publish their books on the Kindle and sell them for between (in the U.S.) \$2.99 and \$9.99, or 35% royalties on books sold for less than \$2.99, the online retailer provides a shop front for thousands of self-published writers: good, bad and ugly.

"Ebooks have completely changed self-publishing forever," says US author Scott Sigler, who self-published his novel *The Rookie* ("Star Wars meets The Blindside meets The Godfather") after his publisher Crown decided it wasn't for them.

"Some people think that's bad, that below-par fiction gets into the market.

"However, I believe the market takes care of itself. You get bad stories, sure," says Sigler, "but you had bad stories with small, mid-size and large publishers too.

"However, you also get stories that would have been rejected by most publishers, yet these stories resonate with readers and sell thousands, even hundreds of thousands of copies."

Moody agrees. "Two major developments have had a huge impact on self-publishing.

"Firstly, changes in technology, in particular the adoption of ebooks by the mainstream thanks to Amazon's Kindle, the iPad, etc," he says.

"If you're a self-publishing author today, you have a vast audience waiting, and a decent number of professional channels through which you can easily make your work available. I personally know authors who are doing this to great effect – some are making over \$10,000 every month!

"Secondly, the advent of social networking – Facebook, Twitter, Blogs – has had an incredible effect."

Design is also important, says Moody. "I think a fundamental key to the success I had at *Infected* Books was that my book covers looked professional.

"Many self-published authors at the time (and still today) spend months writing their book, then just a few minutes packaging and marketing it. I took the approach that the look of the book and the branding was as important as the content. I didn't want anyone to suspect this was just a one-man cottage industry."

Content, of course, is key. "None of this matters a damn if you can't deliver the goods. It doesn't matter how tech savvy you are, or how well you can market it, your book has to be readable if you want to survive," says Moody.

He admits that "the ease with which you can self-publish your own work (or set up as a publisher and publish other people's books) has had an unfortunate side-effect, and that's to hugely increase the amount of poorly produced work which is available".

Sigler agrees. "Write the best book you can. Hire a real editor to make it better. Have it professionally copy-edited to remove typos. Get a real book cover artist. Don't do your own cover.

"Then get that book into ebook form. Start promoting. Then start on your next book.

"Repeat, repeat, repeat." □

Job Opportunities

[Communications Advisor](#), The Fred Hollows Foundation, Auckland
Write newsletter content and internal communications.
Closes 19 April.

[Technical Writer](#), Technical Futures, Auckland
Write user guides, manuals, and e-learning instruction manuals for software products. Apply now.

[Web Content Writer](#), Randstad Technologies, Wellington
Write customer-centric content for the web in Plain English.
Apply now.

[Technical Writer](#), NOVA Partners, Auckland
Produce technical reports and establish a writing process for engineering bids. Apply now.

If the closing date has passed, ask whether the position was filled. It might be still open.

[Custom Publishing Writer](#), Fairfax Media, Auckland
Write for Skywatch and Sky Sport.
Closes 7 April.

[Business Reporter](#), Fairfax Media, Hamilton
Cover business news for stuff.co.nz and nine daily newspapers. Closes 6 April.

[Editorial Administrator](#), Dove Medical Press, North Shore
Work with authors and editors to publish 130+ medical science journals. Closes 24 April.

All these jobs were listed on the Student Discussion Board SDB when first found. That may have been several days ago!

Has the date expired? Ask anyway!

[Statistical Analysis Writers](#), Open Polytechnic, Lower Hutt
Write online activities for statistics students. Apply now.

[Personal and Organisational Learning Writers](#), Open Polytechnic, Lower Hutt
Write online activities for students enrolled in the Bachelor of Business programme.
Apply now.

Wave Function

From a description of Hawaiian amusements by first lieutenant James King on James Cook's third expedition to the Pacific, 1779:

But a diversion the most common is upon the water, where there is a very great Sea, & surf breaking on the Shore. The Men sometimes 20 or 30 go without the Swell of the Surf, & lay themselves flat upon an oval piece of plank about their Size & breadth, they keep their legs close on top of it, & their Arms are us'd to guide the plank, they wait the time of the greatest Swell that sets on Shore, & altogether push forward with their Arms to keep on its top, it sends them in with a most astonishing Velocity, & the great art is to guide the plank so as always to keep it in a proper direction on the top of the Swell, & as it alters its directs. If the Swell drives him close to the rocks before he is overtaken by its break, he is much prais'd. On first seeing this very dangerous diversion I did not conceive it possible but that some of them must be dashed to mummy against the sharp rocks, but just before they reach the shore, if they are very near, they quit their plank, & dive under till the Surf is broke, when the piece of plank is sent many yards by the force of the Surf from the beach. The greatest number are generally overtaken by the break of the swell, the force of which they avoid, diving & swimming under the water out of its impulse. By such like exercises, these men may be said to be almost amphibious. The Women could swim off to the Ship, & continue half a day in the Water, & afterwards return. The above diversion is only intended as an amusement, not a tryal of Skill, & in a gentle swell that sets on must I conceive be very pleasant, at least they seem to feel a great pleasure in the motion which this exercise gives.

This is believed to be the first written account of surfing. ◻

25 interesting facts that illustrate ways you can get better results from the emails you send

By **Brian Morris**

From Grad's Club News 1090
Reproduced for educational purposes.

1. www.getsidekick.com/blog is a blog of helpful tips based on the experiences of Mohit Sharma.
 2. Your email subject line is vitally important. According to Sharma, 33% of email recipients open (or don't open) an email based on the words in the subject line alone.
 3. Using the words "Sale", "New", or "Video" in the subject line boosts open rates. Especially VIDEO. People love a free video.
 4. If your email is selling something, such as a holiday package, you need a call-to-action. There should be just ONE THING you want the email reader to do.
 5. According to Sharma, 69% of email recipients make a decision to report an email as SPAM based solely on the subject line.
 6. Sharma's research shows 40% of emails are opened on a mobile first. Not at a desk. As the average mobile phone screen can only fit 6-7 words across the screen, your email should have short sentences.
 7. Emails with "Free" in the subject line were opened 10% more often than those without.
 8. Emails with "You" in the subject line were opened 5% less often than those without.
 9. Emails with "Quick" in the subject line were opened 17% less often than those without.
 10. Emails with "Tomorrow" in the subject line were opened 10% more often than those without.
 11. Emails with "Meeting" in the subject line were opened 7% less often than those without. Why? Because we all hate attending stupid meetings.
 12. According to Sharma, emails with no subject words were opened 8% more often than those with a subject line. I'm dubious.
 13. It pays to hyperlink certain words in your email. Note: a keyword can be a single word like 'photography', or a string of words like 'How to make a start at writing your first novel'.
 14. Emails with "fw:" (as in, forwarded to you by a friend) in the subject line were opened 17% less often than those without. Why? Because I'd rather read emails intended for ME than see other people's gossip.
 15. Test. Here's how: Install Sidekick, a free email tracking software, to see whether your emails get opened or not. www.getsidekick.com
- Send the first third of your list an email with one subject line text A. Send the next third of your list another variation, subject line B. Test again, (with no subject line text to list C.) After 24 hours, check to see which got the best results. Record the scores.
16. Sharma says there's a 18% decrease in open rates when the word "newsletter" is used in subject lines.
 17. Amazingly, there's a 62% increase in opens when the word "alert" is in subject line. This is another stat I question.
 19. Using 'Daily' or 'Weekly' in subject lines boosts open rates. 'Monthly' reduces open rates.
 20. The top five subject lines in a recent Sharma survey all had 'Re:'
 - ① Re: (no words)
 - ② Re: Follow Up
 - ③ Re: Update
 - ④ Re: Introduction
 - ⑤ Re: Checking in
 21. Subject lines shorter than 30 characters are opened more.
 22. Subject lines with more than three words are opened 15% less than those with just 1-2-3 words.
 23. Personalised subject lines (Hi, Brian,) are opened 22% more.
 24. Subject lines with a sense of urgency are opened 22% more.
 25. See more on Sharma's blog: www.getsidekick.com/blog ◻

Bookcrossing.com

by **Kim Thomas**

From Graduates' Club Report **912**
Reproduced for educational purposes.

She reaches her drop point five minutes early. She looks both ways. No-one is approaching the bus stop where she sits. She reaches into her handbag, pulls out a book and drops it beside her. Her target should be along soon to retrieve it. She stands up, hails a passing bus and jumps on; her mission completed.

The situation described may sound like something from a spy novel but is, in fact, part of an internet craze called bookcrossing.

People register books at the site <http://www.bookcrossing.com> then leave their finished-with book in a public place for others to find.

Serious bookcrossers label their books with a note asking the finder to go to the website and register their find. And they encourage the finder to join this chain of passing on finished-with books.

The website also contains people's comments on books.

The BookCrossing website contains scores of examples where books have journeyed across the globe, such as one left outside Scotland's Edinburgh Castle which went to Finland with a traveller and was then taken to America by another holidaymaker.

New Zealanders are embracing the BookCrossing craze. The country's keenest bookcrosser, who lives in Lyttelton, has released more than 6000 books here and overseas.

The bookcrossing world conference was in Christchurch, thanks to a very active group of members in that city.

One of them is Future Cat, who does not want to give her real name for fear of mockery from her workmates.

"Bookcrossing is my little secret. I have freedom to express my opinion, which I sometimes feel a bit shy about doing in real life."

Future Cat says book crossing appeals to her because it allows her to share her love of books as well as be part of an international community.

"It's like a message in a bottle. I put a book somewhere and the next I hear about it, it's in America or Australia."

She also revels in leaving books in funny places, such as planting the novel Jaws in a dentist's office.

Book crossing also fostered romance for one Christchurch couple. Margaret Duffy and her new husband, Ken Duffy, went on their first date to a second-hand book sale. They had been conversing on an Internet dating site for months, and decided to put their chemistry to the test and meet at a Dunedin book sale.

Margaret was already a member of BookCrossing and, when love sparks flew over the musty books in a church hall, she easily recruited Ken to the cause.

Margaret says while some people may find it silly or wasteful to leave perfectly good books in public places, to her it is a charitable gesture.

"We've got thousands of books we'll never read again in our house. It feels good knowing I'm not throwing books away. I'm giving them to someone else to read, who might not have read a book for years.

"And I get the thrill of seeing where it ends up, which could be anywhere in the world." □



Label



Share



Follow

Job Opportunities

[Xero U Manager](#), Xero, Auckland
Manage delivery online training material for accountant certification programme.
Apply now.

[Photography Contract Opportunities](#),

Open2view, Hawke's Bay
Purchase franchise for online real estate photography. Act now.

[Photography Assistants](#),

Magic Memories, Christchurch
Take photos and pamper guests at tourist attractions. Apply now.

[Social Media Manager](#),

RWA People, Auckland
Write and manage social media.
Apply now.

If the closing date has passed, ask whether the position was filled. You could still be considered for it.

[Office Administrator](#), Christchurch
Boys' High School, Christchurch
Edit school magazine, update website, provide administrative support. Closes 2 April.

[Chief Digital Storyteller](#), One Percent Collective, Wellington
Write stories, help develop marketing strategy, manage social media. Closes 2 April.

[Communications and Marketing Assistant](#),

Victoria University, Wellington
Updating Faculty website, produce publications and update social media channels. Closes 6 April.

[Public Relations Coordinator](#),

Toyota, Palmerston North
Coordinate media, edit outsourced content. Apply now.

[Rehabilitation Coach Assistant](#),

Bupa Rehab, Palmerston North
Help people learn to live healthier, happier lives. Apply now.

[Technical Writer](#),

Medtech Global, Auckland
Write and edit medical and healthcare publications.
Apply now.

[Editor](#), Hayleymedia, North Shore

Choose the best stories for the New Zealand Engineering News.
Apply now.

International Writers' Workshop

Meets on 1st and 3rd Tuesday of each month, February to November inclusive, at the Lake House Arts Centre, Takapuna, Auckland.
<http://www.iww.co.nz/>



Hibiscus Coast Writers

Members enjoy workshops and six competitions a year including poetry, short stories, drama and non-fiction, all judged externally.
<http://hibiscuscoastwriters.weebly.com/>



Photography Clubs

They are everywhere - nationwide. Photography clubs keep you up to date with events, seminars, competitions, and more.
NZ Photographic Society details:
http://www.photography.org.nz/clubs_map.html

Kiwi Write 4 Kids

Kiwi Write4Kidz is an organisation for adults who like to write tales for children. If you want to learn more about technique, you can hear it direct from the mouths of the finest Kiwi children's authors.
<http://www.kiwiwrite4kidz.co.nz/>



OK, let's keep this instruction simple...

Where to find your FIRST proofreading jobs - the easy way.

by **Brian Morris**

A newly graduated student asked me, "Where and how do I find my first paying clients?"

Yes, she has done some free pro bono jobs within her community, and gathered a handful of testimonials which showed:

- she could do the work required of a proofreader
- she was easy to work with.

Yes, she got her friend with a smart-phone to take TEN head'n'shoulders portraits of her.

Yes, she has got on to Vistaprint.co.nz and her business cards will arrive soon.

First SMART MOVE.

You can do these too:

Get your list of your top 40 interests ready.

Google FORUM.com or ChatRoom.com

Put ONE of your 40 topics into the SEARCH box.

Eg: sewing, tatting, collie dogs, having first baby, adult university student etc.

Hundreds of GROUPS will pop up.

Scroll down them until you see a group which you think you have affinity with. Scan the posts.

Settle on ONE.

Let's choose 'adult university student' as our topic.

Second SMART MOVE.

Use the SEARCH box.

Type into the search Box: "Write a book". Hit Search.

Or

Type into the search Box "Write a term paper". Hit Search.

There once was a man
from Nantucket
who kept all his cash in a bucket.
But his daughter, named Nan,
ran away with a man -
And as for the bucket, Nan took it.

Put your limericks on SDB. Have fun.
There's a special section for them.

In a few nanoseconds you'll see all the people who are declaring to the world "I'm about to Write a term paper".

These are PRIME PROSPECTS for your proofreading business.

Look for recent entries - that way you know the news is 'red hot' - and look for needs that appear. For instance:

Kathleen Simard (who lives in Canada) commented:

"I have a lot of things to write for the next weeks. Papers for university, creative works for competitions and articles for the university newspapers..."

Third SMART MOVE.

Click on Kathleen Simard's name.

Post a reply along these lines (which you should have drafted earlier):

"Greetings Kathleen,

I know the panicky feeling when you've got uni papers to submit and deadlines are looming.

I'm sure you can save you hours of time.

I'm a professional proofreader and I could find and fix any spelling mistakes or grammar errors in your assignment material within a few hours.

I can normally proofread 10,000 words within 8 hours - maybe while you're sleeping!

Let me know the topic, length and deadline.

I'd like to help you.

Sheryl C in Nelson."

You can do that search and standard COPY'n'PASTE 30 times in an hour.

You've just planted 30 seeds.

Do it all again tomorrow, with a different topic from your list. If you do this with all 40 topics, you'll have plenty of work - if you even get through the whole list! □

A bather whose clothing
was strewed
by winds that left her quite nude.
She saw a man come along
and unless we are quite wrong
you expected this line to be lewd.

Competitions



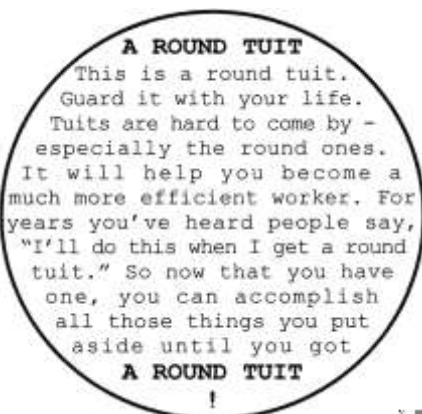
Have a go! 😊

For details of all competitions, click the links and join in!

Winners' names are posted on the SDB after the competitions are judged at month's end.

See the competitions here:
<http://nzibs.org/forums/forumdisplay.php?f=11>

and the photography one:
<http://nzibs.org/forums/forumdisplay.php?f=4>



Writer's Digest has been shining a spotlight on new writers in all genres through its Annual Writing Competition for over 80 years.

Enter the Writer's Digest 84th Annual Writing Competition here:
<http://www.writersdigest.com/competitions/writers-digest-annual-competition>

Deadline: May 4, 2015

GLIMMER TRAIN



VERY SHORT FICTION

Open to all writers, this category welcomes stories that have not appeared in any print publication. Maximum length: 3,000 words.
<http://www.glimmertrain.com/writguid1.html>

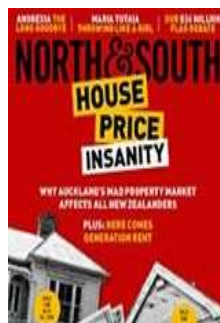
Next deadline: April 30.

North&South Short Story Competition

Enter your SHORT (300 words maximum) **short story** in the **North & South** magazine competition.

Any genre.
 \$500 first prize. Plus all the recognition you can handle.
 Study the rules.

Buy the April N&S magazine. See page 87. Or email your request to principal@nzibs.co.nz and I'll email the rules to you. Please don't procrastinate on this. **Closes 30 April.**



Buy this issue

Job Opportunities

Photography Supervisor, Magic Memories, Queenstown
 Make a team of photographers hum. Capture memories for guests. Apply now.

Welfare Officer, RSA, Rodney
 Support veterans with their needs. Closes 17 April.

Journalist, CrestClean, Tauranga
 Write marketing features and blogs and internal communications. Apply now.

Web Content Editor, Robert Walters, Wellington
 Work with internal customers to format web content. Apply now.

Online Business Journalist, Octomedia, Auckland
 Write retail news reports online. Apply now.

All these jobs were listed on the Student Discussion Board SDB when first found. That may have been several days ago!

Has the date expired? Put your name forward anyway!

Business Journalist, Freeman Media, Wellington
 Write news stories for the mining and quarrying sectors. Apply now.

Tender Writer, AAA Services Group, Auckland
 Prepare construction tenders and business proposals. Apply now.

Recipe Developer, My Food Bag, Auckland
 Write and edit recipes and food photography for Head Chef Nadia Lim. Apply now.

Multimedia Production Assistant, The Complete Package, Auckland
 Work with writers, researchers, designers and programmers. Apply now.

Editor, Microsoft, Auckland
 Edit digital daily news and lifestyle articles. Apply now.

Web Editor, Sourced, Christchurch
 Join a team of web writers. Apply now.

Three Questions

by **Leo Tolstoy** (abridged)

Reproduced for students and graduates.

It once occurred to a certain king, that if he always knew the right time to begin things, who to listen to, and the important things to do, he would never fail.

This having occurred to him, he had this proclaimed: that he would give a great reward to anyone who would teach him these things.

Learned men came; each answered the King's questions differently.

Some said that to know the right time for every action, one must draw up a schedule of every day and year in advance and then live strictly by it.

Others declared that it was impossible to decide upon actions beforehand; one should not become absorbed in idleness but remain attentive to happenings and then do what was most needed.

There were those who advised consulting a Council of wise men, who would help fix the proper time for everything. And then there were those who said that only magicians would know happenings in advance of their occurrence and that, therefore only a magician could determine the right time to take an action.

As to whom the King should listen to, some advised he should listen to councillors; others, that he should listen to priests. A few said he should listen to doctors; others suggested warriors.

And to the question of what he should do, the King was variously advised to engage in science, as it was the most important thing in the world; warfare, as skill in it was necessary; and religious worship.

All the answers being different, the King agreed with none of them, and gave the reward to none. But still wishing to find the right answers to his questions, he decided to consult a hermit, widely renowned for his wisdom.

But the hermit lived in a wood and would see only common folk. So the King put on simple clothes, and went alone.

The hermit was digging the ground in front of his hut, breathing heavily, for he was frail. He greeted the King.

"I have come to you, wise hermit," said the King, "to ask three questions: How can I learn to do the right thing at the right time? Who should I listen to, and what things are the most important?"

The hermit listened to the King, but kept digging.

"You are tired," said the King, "let me dig."

The hermit sat and watched as the King dug two beds. He didn't answer when the questions were repeated, but offered to take back the spade.

"Rest, and let me work a bit."

But the King did not give him the spade, and continued to dig. One hour passed, and another. The sun began to sink and at last King stopped and said:

"I came with questions, wise man. If you have no answers, I will return home."

"Here comes someone running," replied the hermit, "let us see who it is."

The King turned, as a bearded man ran from the wood towards them, hands pressed to his stomach as blood flowed around them.

When he reached the men, he fell, moaning. The King and the hermit unfastened the man's clothing. The King washed the wound and bandaged it. He had to wash it and rebandage it several times as the blood would not stop flowing.

After a time, the wounded man asked for a drink and the King brought him fresh water. With the hermit's help, he carried the man into the hut and laid him on the bed.

The King crouched on the threshold, tired out from his walk and the work, and he fell asleep and did not wake until morning.

At first he could not remember where he was, and he did not know the identity of the stranger who lay on the bed gazing intently at him.

"Forgive me!" said the bearded man in a weak voice, when he saw the King was awake.

"I do not know you, and have nothing to forgive you for," said the King.

"But I know you," said the man. "You executed my brother and I swore revenge. I intended to kill you after you had visited the hermit. You stayed late with the hermit and I ran into your

bodyguard who recognized me and wounded me. I would have bled to death had you not dressed my wound. If you wish it, I will serve you as your most faithful slave, and will bid my sons do the same. Forgive me!"

The King was very glad to have made peace with an enemy so easily, and to have gained a friend. He forgave him, said he would send his physician to attend him, and restore the property he had seized.

The King went out into the porch and looked for the hermit. He found him, on his knees, sowing seeds in the beds that had been dug the day before.

"I pray you to answer my questions, wise man," said the King.

"You have already been answered!" said the hermit, still crouching on his thin legs, and looking up at the King, who stood before him.

"How answered? What do you mean?" asked the King.

"Do you not see?" replied the hermit. "If you had not pitied my weakness yesterday, and had not dug these beds for me, but had gone your way, that man would have attacked you. You would have wished you had stayed with me. So the most important time was when you were digging the beds; and I was the most important man; and to do me good was your most important business."

The King looked down at the hermit in silence.

"Afterwards, when that man ran to us, the most important time was when you were attending to him, for if you had not bound up his wounds he would have died without having made peace with you. So he was the most important man, and what you did for him was your most important business. There is only one time that is important. That time is now. Now! It is the most important time because it is the only time when we have any power. The most necessary man is he with whom you are, for no man knows whether he will ever have dealings with anyone else.

And," said the hermit finally, before the King left him to walk a thoughtful path home, "the most important affair is to do him good, because for that purpose alone was man sent into this life!" □